

Webinar Sponsorship Benefits

Do you have a best practice or solution to offer ASHHRA members?

Consider hosting a webinar to share your expertise with the premier network of health care human resource professionals.

Webinars are an effective way to grab the attention of ASHHRA (American Society for Healthcare Human Resources Administration) members by educating them on best practices, effective solutions and quality resources to advance the health care human resource profession.

ASHHRA webinars typically run 60 minutes in length. These learning opportunities are promoted to the entire ASHHRA membership, non-members and other PMGs ([Personal Membership Groups](#)) within the AHA via:

- E-blasts to approximately 40,000 health care professionals
- ASHHRA website
- ASHHRA Online Store
- AHA Online Store
- Social Networking sites (Facebook, Twitter and LinkedIn)
- ASHHRA and Institute For Diversity e-Newsbrief
- ASHHRA e-News Briefs
- ASHHRA Insider
- Affiliated ASHHRA Chapters
- ASHHRA Regional Consultants
- ASHHRA Annual Conference Registrants.

PRE WEBINAR

- Sponsor identifies a subject aligned with the educational schedule as well as provide the presenter(s)
- ASHHRA will take care of the logistics including marketing, registration, communication, production and facilitation
- Recognition with logo and link to sponsor's website on all ASHHRA marketing materials that are sent out to members and prospects to promote the webinar
- Recognition with sponsor logo on the webinar page of the ASHHRA website
- Sponsors (vendors or consultants) to select a presenter(s) to deliver an educational presentation

DURING WEBINAR

- Verbal recognition of sponsorship during the introduction and closing of the webinar
- Sponsor contact information at the end of presentation

POST WEBINAR

- Logo with link to sponsor's website
- Webinar recorded and available to sponsor
- Receive a list containing registered participant demographic information that can be used for ONE time email communication and ONE time mail communication
- Provide up to five questions in post-webinar feedback survey
- Receive post-webinar survey feedback survey results

ADDITIONAL SPONSORSHIP DETAILS

- Sponsored webinar will be offered as complimentary to members and a registration fee will be charged for non-members
- The webinar will be recorded and may be used for inclusion on the eLearning Network and/or ASHHRA Toolkits if approved by ASHHRA
- Content varies for each webinar based upon the education schedule and the most immediate needs of ASHHRA members

ADDITIONAL HOSTING OPPORTUNITIES

- If interested in hosting the webinar on a sponsor's webinar platform, please contact ASHHRA to discuss

The ASHHRA Member Feedback Survey results indicated that **webinars are the most preferred method for learning** and the second most valuable member benefit.



| 2016 Education Schedule | | |
|-------------------------|------------------------------------|--|
| Quarter 1 | <i>January, February, March</i> | Strategies in Health Care HR – HR Delivery: Reach Beyond the Expected Creating High-Performance Culture Metrics in Health Care HR The New Generation of Benefits The Evolution of Social Media Bullying in the Workplace Patient-Centric Culture |
| Quarter 2 | <i>April, May, June</i> | Employees: The Heart of Health Care – People Strategies: Lead with Your Heart Organizational Orientation Recognition Programs Maximizing Differences Veterans and Health Care Careers The Wellness Wave Diverse Patient Populations |
| Quarter 3 | <i>July, August, September</i> | Personal Leadership: Exemplify Excellence (limited webinars in September due to Annual Conference) Health Care HR Women in Leadership Leadership Development Front-Line in Leadership The Future of Work What the C-suite really wants and needs from HR |
| Quarter 4 | <i>October, November, December</i> | The Business of Health Care – Healthcare Business Knowledge: Embrace New Learning Understanding the IHI Triple Aim Framework Long-Term Care and HR A Retail Future for Health Care Six Sigma and Lean Hospital Management Unconscious Bias in Health Care The New Consumer-Centric Approach |

Sponsor/Host Commitment to ASHHRA

- All presentation information for webinar must be provided at least **four weeks in advance** of scheduled webinar for suitable marketing time, continuing education requirements and facilitation of logistics
- \$4,000 for 60 minute webinar using ASHHRA webinar platform on Tuesday or Thursday at 12:00 p.m. CT
- Must be education focused and a noncommercial presentation delivering a best practice, resource, or solution
- Webinar presentation delivered by an HR practitioner will yield greater attendance and is strongly recommended.

Other Provisions

- Sponsor recognizes that the webinar will be copyrighted by ASHHRA; no license to the content is granted to the sponsor or host
- Sponsored complimentary webinars are an ASHHRA member benefit only (non-members are required to pay)
- As ASHHRA webinars are noncommercial forums, the direct promotion of products and services is prohibited
- The presenter/sponsor will refrain from overt statements, harsh language, or pointed humor that disparages the rightful dignity and social equity of any individual or group
- The sponsor/presenter is responsible for adhering to the timeline provided and the guidelines for submission outlined in this document
- Webinar registration will be closed if deemed necessary or canceled due to lack of interest or participation.



Webinar Sponsorship Agreement

Please complete the following information

Sponsoring Organization

Primary Contact

Title

Address

City

State

Zip

Phone

Fax

Email

Presentation Topic

Month Preferred (all webinars take place on Tuesday or Thursday at 12pm CT)

METHOD OF PAYMENT (ASHHRA 319WBNSPON16)

Choose One: Please send invoice or Check Enclosed* (check payable to: ASHHRA 319WBNSPON16)

Sponsorship Amount: \$4,000

Signature _____ **Date** _____

How to submit this form:

*If paying by check, please mail to ASHHRA, P.O. Box 75315, Chicago, IL 60675-5315

For an invoice please fax to 312-422-4577 or email ashhra@aha.org



In order to confirm your webinar,
please provide the following information to ashhra@aha.org

WEBINAR PRESENTER, HOST, and/or SPONSOR

Please provide the following information regarding your webinar:

- Webinar title
- Presenter name, title, and organization
- Presenter bio
- Brief webinar summary
- Length of webinar
- Three specific and deliverable learning objectives (e.g., after this webinar, participants will be able to...)
- Brief summary of sponsoring organization for introduction

WEBINAR PRESENTER(S)

Please note the following requirements for your webinar:

- Provide presentation in a PowerPoint template one week prior to webinar date (no animation please)
- Participate in a quick, instructional call (dry run) to learn how to navigate through the webinar platform
- Presentation must be at least 60 minutes and allow adequate time for 5-10 minutes of question and answer period.

Important note: All presentations that are commercial in nature and/or attempt to sell specific vendor products and/or services will NOT be accepted. Participants react negatively to sales presentations as part of an educational event. It is against the ASHHRA policy for presenters support, endorse, or promote a specific product and/or service. All presentations must be “commercial-free.” Anyone who conducts a session in such a manner will be removed from the ASHHRA faculty database and will not be considered for future ASHHRA educational opportunities.

I agree with ASHHRA terms and conditions of this webinar sponsorship agreement.

Signed: _____ **Date:** _____

Please return this form to
jmacander@aha.org
or call 312-422-3729 with any questions.

